

### **Listing of Claims**

1. (Currently Amended) A method for allowing the creation of a plurality of personalized advertisements to be viewed by an intended audience, comprising:

creating a personalized advertisement template comprising a plurality of media slots in sequence, wherein a plurality of different media segments are insertable into at least one of said slots and wherein each of the different media segments is a portion of the personalized advertisement, each of the plurality of different media segments comprising [[is]] one of: an audio segment, a video segment, a graphics segment, a rendering segment, and a segment of last minute information;

simultaneously transmitting a plurality of data streams to a receiving unit, each data stream delivering a different one of said plurality of media segments for said at least one of said slots, wherein said media segments are synchronized to begin and end at substantially the same time; and

transmitting content selection information regarding content of said plurality of data streams to said receiving unit, said information including switch times for said plurality of synchronized media segments, wherein said receiving unit uses said content selection information to switch between said plurality of data streams to retrieve at least one of said media segments for each of said slots, to generate a customized broadcast transmission stream, thereby assembling personalized advertisement.

2. (Previously Presented) The method of claim 1 wherein said receiving unit selects among said plurality of data streams in real time.

3. (Previously Presented) The method of claim 1 wherein said personalized advertisement is viewed by a viewer as it is assembled.

4. (Previously Presented) The method of claim 1 wherein said receiving unit selects among said plurality of data streams based on said content selection information and information about a viewer who will view said personalized advertisement.

5. (Previously Presented) The method of claim 4 further including providing a data stream with a default personalized advertisement to allow said receiving unit to display said default personalized advertisement without selecting between said plurality of data streams.

6. (Previously Presented) The method of claim 1 wherein said plurality of data streams are MPEG encoded data streams.

7. (Previously Presented) The method of claim 1 wherein said plurality of data streams are multiplexed into a transport stream.

8. (Previously Presented) The method of claim 1 wherein said segments are incomplete parts of a personalized advertisement.

9. (Previously Presented) The method of claim 1 wherein said receiving unit is a set top box.

10. (Previously Presented) The method of claim 9 wherein said set top box can receive both analog data streams and digital data streams, and wherein said set top box momentarily switches from an analog data stream to a digital data stream to play out a personalized advertisement.

11. (Previously Presented) The method of claim 10 wherein said set top box switches from an analog data stream to a digital data stream triggered by VBI data.

12. (Previously Presented) The method of claim 9 wherein said set top box momentarily switches from a first digital data stream to a second digital data stream to play out a personalized advertisement.

13. (Previously Presented) The method of claim 9 wherein said set top box receives a plurality of television channels over said data streams, and said channels include programs including a synchronized commercial break; and during said synchronized commercial break, said data streams deliver segments to create a personalized advertisement for display irrespective of which channel said set top box had selected.

14. (Previously Presented) The method of claim 1 further including transition segments, which are inserted into said personalized advertisement between said segments.

15. (Previously Presented) The method of claim 1 further including a plurality of templates for creating said personalized advertisements, wherein said templates include video sequence templates and audio sequence templates.

16. (Currently Amended) A system for distributing of multimedia personalized advertisements to be viewed by a plurality of end users, said system comprising:

a transmitted unit that transmits:

a personalized advertisement template comprising a plurality of media slots in sequence; and

a plurality of data streams simultaneously transmitting a plurality of media segments that are insertable into at least one of said media slots, wherein each of the different media segments is a portion of the personalized advertisement, each of the plurality of media segments comprising [[is]] one of: an audio segment, a video segment, a graphics segment, a rendering segment, and a segment of last minute information, wherein each of said plurality of data streams transmit a different one of said plurality of media segments for one of said slots, and wherein one of said data streams transmits content selection information regarding content of said plurality of data streams, said information including switch times for allowing a receiving unit to switch between said plurality of data streams to select a particular media segment at a particular time, to generate a customized broadcast transmission stream, thereby assembling personalized advertisement.

17. (Previously Presented) The system of claim 16, wherein said receiving unit switches between analog data streams and digital data streams to assemble said personalized advertisement.

18. (Previously Presented) The system of claim 16 wherein said receiving unit switches between a first digital data stream to at least one second digital data stream to assemble said personalized advertisement.

19. (Currently Amended) A system for distributing a plurality of multimedia personalized advertisements to a plurality of end viewers, said system comprising:

a means for creating a personalized advertisement template with a plurality of media slots;

a means for creating a plurality of media segments, said media segments for insertion into at least one of said slots and wherein each of said media segments is a portion of the personalized advertisement, each of said plurality of media segments comprising [[is]] one of: an audio segment, a video segment, a graphics segment, a rendering segment, and a segment of last minute information;

a transmission means for simultaneously transmitting said media segments, wherein each of said media segments for a particular slot in a personalized advertisement is transmitted on a different one of a plurality of data streams; and

a means for providing content information to allow a receiving unit to switch between said plurality of data streams to retrieve at least one of said media segments at a particular time for insertion into said slot to generate a customized broadcast transmission stream, thereby assembling said personalized advertisement.

20-21. (Cancelled)